What is claimed is:

- 1. A method of treating a subject having a cell proliferative disorder comprising contacting the subject with a therapeutically effective amount of a retrovirus, comprising:
 - a retroviral GAG protein;
 - a retroviral POL protein;
 - a retroviral envelope;

an oncoretroviral polynucleotide sequence comprising
Long-Terminal Repeat (LTR) sequences at the 5' and 3' end
of the retroviral genome, wherein a tissue-specific
promoter sequence is contained within the LTR sequences at
the 5' or 3' or 5' and 3' end of the oncoretroviral
polynucleotide sequence;

a heterologous nucleic acid sequence operably linked to a regulatory nucleic acid sequence; and

cis-acting nucleic acid sequences involved in for reverse transcription, packaging and integration in a target cell,

in a pharmaceutically acceptable carrier.

- 2. The method of claim 1, wherein the subject is a mammal.
- 3. The method of claim 2, wherein the mammal is a human.

- 4. The method of claim 1, wherein the contacting is by in vivo administration of the retrovirus.
- 5. The method of claim 4, wherein the in vivo administration is by systemic, local, or topical administration.
- 6. The method of claim 1, wherein the contacting is by ex vivo administration of the retrovirus.
- 7. The method of claim 1, wherein the oncoretroviral polynucleotide sequence is selected from the group consisting of murine leukemia virus (MLV), Moloney murine leukemia virus (MoMLV), Gibbon ape leukemia virus (GALV) and Human Foamy Virus (HFV).
- 8. The method of claim 7, wherein the MLV is an amphotropic MLV.
- 9. The method of claim 1, wherein the retroviral envelope comprises a chimeric protein.
- 10. The method of claim 9, wherein the chimeric protein comprises an ENV protein and a targeting polypeptide.

- 11. The method of claim 10, wherein the ENV protein is selected from the group consisting of murine leukemia virus (MLV) ENV protein and vesicular stomatitis virus (VSV) ENV protein.
- 12. The method of claim 10, wherein the targeting polypeptide is an antibody, a receptor, or a receptor ligand.
- 13. The method of claim 1, wherein the cell proliferative disorder is selected from the group consisting of lung cancer, colon-rectum cancer, breast cancer, prostate cancer, urinary tract cancer, uterine cancer lymphoma, oral cancer, pancreatic cancer, leukemia, melanoma, stomach cancer and ovarian cancer.
- 14. The method of claim 1, wherein the tissue-specific promoter sequence is associated with a growth regulatory gene.
- 15. The method of claim 1, wherein the tissue-specific promoter sequence is associated with probasin.
- 16. The method of claim 1, wherein the heterologous polynucleotide sequence encodes a suicide gene.

- 17. The retrovirus of claim 16, wherein the suicide gene is a thymidine kinase or a purine nucleoside phosphorylase (PNP).
- 18. A method of treating a subject having a cell proliferative disorder, comprising contacting the subject with a therapeutically effective amount of a recombinant retroviral polynucleotide, comprising:
 - a polynucleotide sequence encoding a GAG protein;
 - a polynucleotide sequence encoding a POL protein;
- a polynucleotide sequence encoding a retroviral envelope;

an oncoretroviral polynucleotide sequence comprising a Long Terminal Repeat (LTR) at the 5' and 3' end of the oncoretroviral polynucleotide sequence, wherein a target-specific promoter sequence is contained within the U3 region of the LTR sequences at the 5' or 3' or 5' and 3' end of the oncoretroviral polynucleotide sequence;

a heterologous polynucleotide sequence operably linked to a regulatory nucleic acid sequence; and

cis acting nucleic acid sequences involved in reverse transcription, packaging and integration in a target cell.

19. The method of claim 19, wherein the polynucleotide sequence encoding a retroviral envelope encodes a chimeric protein.

- 20. The method of claim 19, wherein the chimeric protein comprises an ENV protein and a targeting polypeptide.
- 21. The method of claim 20, wherein the targeting polypeptide is an antibody, a receptor, or a receptor ligand.
- 22. The method of claim 19, wherein the GAG, POL and retroviral envelope polynucleotide sequences are from murine leukemia virus (MLV) or Moloney murine leukemia virus (MoMLV).
- 23. The method of claim 27, wherein the MoMLV is an amphotropic MoMLV.
- 24. The method of claim 20, wherein the ENV protein is an ecotropic protein.
- 25. The method of claim 20, wherein the ENV protein is selected from the group consisting of a murine leukemia virus (MoMLV) ENV protein and vesicular stomatitis virus (VSV) ENV protein.
- 26. The method of claim 19, wherein the heterologous polynucleotide sequence is a suicide gene.

- 27. The method of claim 26, wherein the suicide gene encodes a thymidine kinase or a purine nucleoside phosphorylase (PNP).
- 28. The method of claim 19, wherein the heterologous sequence is a marker gene.
- 29. The method of claim 19, wherein the regulatory nucleic acid sequence operably linked with the heterologous nucleic acid sequence is selected from the group consisting of a promoter, an enhancer, and an internal ribosome entry site.
- 30. The method of claim 19, wherein the polynucleotide sequence is contained in a viral particle.
- 31. The method of claim 19, wherein the polynucleotide sequence is contained in a pharmaceutically acceptable carrier.
- 32. A method of treating a subject having a cell proliferative disorder, comprising contacting the subject with a therapeutically effective amount of a recombinant replication competent murine leukemia virus (MLV), comprising:

an MLV GAG protein;

an MLV POL protein;

an MLV envelope;

an MLV polynucleotide sequence comprising

Long-Terminal Repeat (LTR) sequences at the 5' and 3' end

of the MLV polynucleotide sequence, wherein a

target-specific promoter sequence is contained within the

LTR sequences at the 5' or 3' or 5' and 3' end of the MLV

polynucleotide sequence,

a heterologous nucleic acid sequence operably linked to a regulatory nucleic acid sequence; and

cis-acting nucleic acid sequences necessary for reverse transcription, packaging and integration in a target cell.

- 33. A method of treating a subject having a cell proliferative disorder, comprising contacting the subject with a therapeutically effective amount of a recombinant replication competent retrovirus comprising:
 - a retroviral GAG protein;
 - a retroviral POL protein;

a retroviral envelope comprising a chimeric env protein comprising a targeting ligand;

an oncoretroviral polynucleotide sequence comprising Long-Terminal Repeat (LTR) sequences at the 5' and 3' end of the oncoretroviral polynucleotide sequence, wherein a tissue-specific promoter sequence is contained within the

U3 region of the LTR sequences at the 5' or 3' or 5' and 3' end of the oncoretroviral polynucleotide sequence,

a heterologous nucleic acid sequence operably linked to a regulatory nucleic acid sequence; and

cis-acting nucleic acid sequences involved in reverse transcription, packaging and integration in a target cell.

- 34. A method of treating a subject having a cell proliferative disorder, comprising contacting the subject with a therapeutically effective amount of a recombinant retroviral polynucleotide, comprising:
 - a polynucleotide sequence encoding a GAG protein;
 - a polynucleotide sequence encoding a POL protein;
- a polynucleotide sequence encoding a retroviral envelope, wherein said envelope comprises a chimeric env protein comprising a targeting ligand;

an oncoretroviral polynucleotide sequence comprising a Long Terminal Repeat (LTR) at the 5' and 3' end of the oncoretroviral polynucleotide, wherein a tissue-specific promoter sequence is contained within the U3 region of the LTR sequences at the 5' and/or 3' end of the oncoretroviral polynucleotide;

a heterologous polynucleotide sequence operably linked to a regulatory nucleic acid sequence; and

cis acting polynucleotide sequences involved in reverse transcription, packaging and integration in a target cell.